

**Creative Releases Sound Blaster® FRee -
A Lightweight Featured-Packed Splash-Proof *Bluetooth*® Speaker
Made for Every Moment**

*Dual-Orientation Wireless Speaker with Loud Wide Stereo, 360-Degree Sound,
Powerful Bass, Built-in MP3 Player and Speakerphone is
Small Enough To Fit Into a Bag*

SINGAPORE – 9 June 2015 – Creative Technology Ltd today announced the Sound Blaster® FRee, its latest multifunction portable *Bluetooth* speaker with two custom-tuned Neodymium drivers and twin passive radiators that deliver massive full-range audio with powerful bass. Featuring dual-orientation playback, the Sound Blaster FRee can be placed either horizontally for wide stereo imaging or vertically for 360-degree sound. This powerful yet lightweight speaker boasts a compact cylindrical form factor small enough to fit comfortably in the user's hand and carried in a bag, giving users the freedom to play music out loud everywhere they go. Everyone can experience awesome music now at home, at work, at play, and even by the pool – the Sound Blaster FRee is splash-proof.



**Dual-orientation Sound Blaster FRee
in White and Black**

The Sound Blaster FRee has extensive connectivity options. This includes wireless *Bluetooth* for smartphones or tablets, USB for PCs or Macs, as well as Aux-in for analog sources. It even comes with a built-in MP3 player for standalone playback from a microSD card up to 32 GB. Users can customise different microSD cards with music for different moments and easily swap them. Users can also arrange all their music into different folders on a microSD card and easily skip a folder with one touch. The Sound Blaster FRee also doubles up as a hands-free *Bluetooth*

speakerphone when paired with a smartphone, allowing users to enjoy music and movies while effortlessly taking calls in between.

“In today's world, it is the norm for everyone to experience all their music from their smart devices and to share moments with family and friends everywhere they go. The Sound Blaster FRee has been designed to fit perfectly into that lifestyle,” said Low Long Chye, General Manager of Sound Blaster Audio at Creative. “We've taken great pains to include everything you would want in a portable speaker – to enjoy music anywhere, to share music, to take calls and more – and we're offering it at an amazing price. It's powerful, lightweight, portable, versatile, has up to 10 hours of battery life, and even splash-resistant. So if you're looking for an amazing speaker companion to take with you through all occasions, look no further – Sound Blaster FRee is made for every moment.”



Creative Sound Blaster FRee – Compact Yet Feature-Packed

Designed to let users blast their favourite tunes however they like it, wherever they are, the Sound Blaster FRee is loaded with a whole list of features:

- **IPX4 splash resistance** keeps the Sound Blaster FRee protected and the user's music going at poolside parties, while biking, or even while singing in the shower.
- **Lightweight yet powerful** speaker at about 0.4 kg makes the Sound Blaster FRee highly portable.
- **Wide stereo** in horizontal position gives the user a well-balanced sound with a full range of details.

- **360-degree sound** in vertical position lets the user blast amazing audio in every direction. Have a party without taking up space.
- **LOUD mode** instantly boosts volume and spaciousness of the user's audio with just a push of a button, filling the environment with massive vibrant music.
- **Powerful bass** pumped through dual passive radiators produce dynamic booms for that extra punch.
- **Integrated MP3 player** with playback controls on the Sound Blaster FRee lets the user conveniently play up to 10,000 MP3 songs on a single 32 GB microSD card without having to commit the user's phone or connect to any music source. Simply swap microSD cards containing the custom playlist of music for different occasions. Store music in different folders on a microSD card and easily skip a folder with one touch.
- **Hands-free speakerphone** with HD Voice provides clear phone conversations for personal or business calls when paired to the user's phone via *Bluetooth*. Switch effortlessly between calls and music – the user's music automatically fades out when there's a call and then continues when the call ends.
- **Bluetooth 4.0 technology** with SBC and FastStream codecs support frees the user from restricting cables yet delivers awesome high quality stereo music wirelessly.
- **USB connectivity** for lossless high-fidelity digital audio streaming from PC or Mac and intelligent Sound Blaster audio processing via the SBX Pro Studio™ suite of technologies.
- **SBX Pro Studio audio enhancement** when connected to PC or Mac via USB allows selection of audio profiles, plus, full audio customisation to suit the user's personal listening preferences.
- **Up to 10 hours* playtime** promises extended fun on the go. The rechargeable lithium-ion polymer battery can be quickly charged via USB.
- Available in stylish black or bold white colour.

** Actual battery life will vary with use and settings and environmental conditions.*

Pricing and Availability

The Creative Sound Blaster FRee portable *Bluetooth* speaker, priced at USD99.99, will be available in July 2015 at the online store at sg.store.creative.com.

For in-store availability, please refer to local authorised dealers.

For more information about the Creative Sound Blaster FRee, please visit
www.creative.com/FRee/.

About Creative

Creative is a worldwide leader in digital entertainment products. Famous for its Sound Blaster® sound cards and for launching the multimedia revolution, Creative is now driving digital entertainment with cutting-edge audio solutions, premium wireless speakers, wireless headphones and portable media devices. Today, Creative re-invents the Sound Blaster, which has a user base of over 400 million, with its ground-breaking Sound Blaster Roar and Sound BlasterAxx that aim at the new mobile networked generation by bridging the worlds of the computer, smartphones, and tablets. Creative's proprietary technologies, innovative hardware, applications and services leverage the Internet, enabling consumers to experience high-quality digital entertainment – anytime, anywhere.

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